Powered by Penton

OPINION	TREND	CASE STUDY	COURSE

What Is IoT Institute?

Penton's IoT Institute (IoTi) is an online community, research and live events brand focused on the rapidly-growing world of the Internet of Things (IoT). Our focus is on: **Industrial IoT, Smart Cities, and IoT Engineering.**

IoTi provides real-world and actionable case studies, insights, research and e-learning on the industrial and cultural phenomenon that's changing the shape of business and cities today. We cut through the hype to provide market depth and insights on IoT strategy and project deployments. Our mission is to enable cross-industry and cross-job function learning and collaboration to catapult IoT market value and results forward.

March 2016	April 2016	Nov. 2016
NEWSLETTER	WEBSITE / LEARNING CENTER / RESEARCH	EVENT — iot emerge

Why Penton?

Penton's mix uniquely enables us to address the cross-job function and cross-industry dynamics of IoT decision making and marketing. No other media company can connect you with the full IoT decision making team:

- **horizontal technologies reach & connections** (IT and Electronics)
- **deep vertical industry reach & connections** for markets that are viewed as high value for IoT - including manufacturing & supply chain, energy & buildings, transportation, government & public infrastructure, and agriculture
- **audience of IoT decision making teams:** Executives & Line-of-Business Managers, OT, IT, Engineering and System Integrators.

- 20mm USER RELATIONSHIPS
- DEEP VERTICAL KNOWLEDGE
- CONTENT ENGAGEMENT EXPERTISE

What IoTi is NOT

While consumer benefits of IoT will provide innovations and value for the years ahead, rather than covering markets like wearable technologies for individuals and home automation devices, our focus is intently on the BtoB and Public Sector for IoT.

www.IoTi.com
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